

Frequently Asked Questions regarding outreach and decision-making pertaining to the Evergreen Visioning Project

Q. Is the EVP Task Force making decisions on behalf of the community?

A. No. The Task Force is advisory to Councilmember Cortese and city staff. Any final decision making authority rests with the San Jose City Council. The EIR process is open to public comment and widely advertised, per state law. Also per state law, every written inquiry must be responded to.

Q. What has been the public's opportunity to learn about EVP thus far?

A. EVP has received consistent coverage through a variety of methods over the last year. We've received extensive press coverage

- i. 9 articles in the SJMN and EV Times (circulation 28,000 households in Evergreen)
- ii. Mailer to 20,000 households
- iii. Discussion at the District 8 Community Roundtables
- iv. Presentations at several community groups (see below)

Q. How can the public learn about participating in this process?

A. We strive to post draft agendas one week in advance on the EVP website and will email them to the SJMN and EV Times as well. We will also email out to TF and members of the public on our list. Note: this document will be subject to change. The website always has listed upcoming meeting dates and locations therefore the public has always had the opportunity to visit a meeting to learn more.

Q. Is the Task Force expected to be the sole conveyor of information on EVP to a district of almost 100,000 residents? And how far in advance are meeting dates made available?

A. The task force members are one layer of outreach into the community. They communicate information about EVP to the people in their neighborhoods. This is how much of district communication is accomplished, not just in Evergreen but in the City of San Jose. That, combined with an ongoing relationship with news media (SJMN, EV Times [28,000 household circulation] – 9 different articles), combined with the mailers (which went to 20,000 households), combined with presentations at several community groups (West Evergreen SNI, KONA SNI, Silver Creek Valley Country Club, Silver Creek Valley Community Organization, Hillstone, Los Madres, Pala Rancho Cabana Club, Pleasant Hills, etc – more scheduled for November & December, combined with the release of the EIR (which has strict standards of dissemination per state law) – it is all part of a comprehensive effort to reach out into the community on this matter. Meeting dates are published anywhere between one and three weeks in advance.

Q. How can the public learn about what is being discussed?

A. The public has been made aware of EVP through several mechanisms as listed above. The general community is always welcome to attend Task Force Meetings and make comments.

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**Q. How effective is a two-piece mailer in reaching out to Evergreen residents?
How comprehensive is it to reach out to only registered voters?**

A. This seemed to the task force consultant like the best place to start our mailer campaign given the difficulties in obtaining a database of non-registered voters. Remember, these are 20,000 HOUSEHOLDS, not voters. No doubt residents are sharing the information with other members of their family. If the average family size in Evergreen is 4, and the mailer went out to 20,000 homes, then potentially 80,000 people have been delivered this information. The Evergreen Times goes to 28,000 households, not to mention several hundreds of copies are dropped at grocery stores, community centers and other such locations. Again, if there are about 4 people per family in Evergreen and 28,000 papers reach households then potentially 112,000 people have access to this information. Also, please keep in mind that overruns of the mailer were produced. We make them available at the community meetings we hold, Day in the Park, etc. This helps get the information out into the community too.

Q. Is there genuine interest in public participation? How has this been demonstrated?

A. There is definite interest in public participation in EVP – hence the wide exposure to the project thus far (see above for outreach methods). In particular, the two-piece mailer listed several ways a citizen's voice could be heard. Much of the media exposure also mentioned the public nature of these meetings. The fact that EVP has gone out into the community, to the small grassroots groups to which people affiliate, underscores the interest in broad and comprehensive input.

Q. What options are there for non-English speaking residents to take part?

A. We have done some ethnic outreach thus far. No specific materials are available yet we plan to create an ad-hoc outreach committee from the Task Force to focus more closely on this. We have also brought this matter to the attention of our consultant, who plans to account for it in the next mailer. El Observador and La Oferta are on the email list to receive all agendas and announcements.